



WEWS

ORDER

Flight Dates **09/12/12-09/17/12**

Contract / Revision **310616 /**
Original Date / Revision
 09/11/12 09/11/12
Advertiser **Brown / Democrat / Senate -**

Agency **Shorr Johnson Magnus**

Buying Contact

**1831 Chestnut Street
 Philadelphia, PA 19103**

Product
Sherrod Brown DSCC Week # 8 9.1

Agency Com 15%

Billing Contact

**1831 Chestnut Street
 Philadelphia, PA 19103**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **Week # 8**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 42525

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	51	\$36,146.25	\$42,525.00	0.00
Totals	51	\$36,146.25	\$42,525.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/17/12	51	\$36,146.25	\$42,525.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/12/12	09/17/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-WTF--	:30	6	\$500.00	P-2	0.00	NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$500.00		0.00						
Week:		09/17/12	09/23/12	M-----	2		\$500.00		0.00						
N 2	WEWS	09/12/12	09/17/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M-WTF--	:30	6	\$450.00	P-2	0.00	NM	8	\$3,600.00



WEWS

Print Date: 09/19/12

Page 2 of 3

Contract / Revision **310616** Flight Dates **09/12/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Sherrod Brown DSCC Week** Estimate # **Week # 8**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/12/12	09/17/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M- WTF- -	:30	6	\$450.00	P-2	0.00	NM	8	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--					6	\$450.00		0.00			
Week:		09/17/12	09/23/12	M- - - - -					2	\$450.00		0.00			
N 3	WEWS	09/12/12	09/17/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	M- WTF- -	:30	3	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--					3	\$350.00		0.00			
Week:		09/17/12	09/23/12	M- - - - -					1	\$350.00		0.00			
N 4	WEWS	09/12/12	09/17/12	M-F 11-12p M-F 11-12p	CM	11a-12p	M- WTF- -	:30	3	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--					3	\$800.00		0.00			
Week:		09/17/12	09/23/12	M- - - - -					1	\$800.00		0.00			
N 5	WEWS	09/12/12	09/17/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	M- WTF- -	:30	3	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--					3	\$800.00		0.00			
Week:		09/17/12	09/23/12	M- - - - -					1	\$800.00		0.00			
N 6	WEWS	09/12/12	09/17/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	M- WTF- -	:30	3	\$1,100.00	P-2	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--					3	\$1,100.00		0.00			
Week:		09/17/12	09/23/12	M- - - - -					1	\$1,100.00		0.00			
N 7	WEWS	09/12/12	09/17/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	M- WTF- -	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WT- - -					2	\$850.00		0.00			
Week:		09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
N 8	WEWS	09/12/12	09/17/12	M-F 730-8P M-F 730-8P	CM	730-8p	M- WTF- -	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - - - -					0	\$0.00		0.00			
Week:		09/17/12	09/23/12	M- - - - -					1	\$900.00		0.00			
N 9	WEWS	09/12/12	09/17/12	M-F 7-730p M-F 7-730p	CM	7-730p	M- WTF- -	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - - - -					0	\$0.00		0.00			
Week:		09/17/12	09/23/12	M- - - - -					2	\$900.00		0.00			
N 10	WEWS	09/12/12	09/17/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	M- WTF- S	:30	5	\$2,200.00	P-2	0.00	NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF- S					4	\$2,200.00		0.00			
Week:		09/17/12	09/23/12	M- - - - -					1	\$2,200.00		0.00			
N 11	WEWS	09/12/12	09/17/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	M- WTF- -	:30	3	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--					3	\$500.00		0.00			
Week:		09/17/12	09/23/12	M- - - - -					1	\$500.00		0.00			
N 12	WEWS	09/12/12	09/17/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	- - - - - S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00



														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WEWS	09/12/12	09/17/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$500.00		0.00			
		Week: 09/17/12	09/23/12	-----		0				\$0.00		0.00			
N 13	WEWS	09/12/12	09/17/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-WTF--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		1				\$2,000.00		0.00			
		Week: 09/17/12	09/23/12	-----		0				\$0.00		0.00			
N 14	WEWS	09/12/12	09/17/12	M-F 730-8P M-F 730-8P	CM	730-8p	M-WTF--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		1				\$2,000.00		0.00			
		Week: 09/17/12	09/23/12	-----		0				\$0.00		0.00			
N 15	WEWS	09/12/12	09/17/12	SU Kaleidoscope SU Kaleidoscope	CM	10-1030a	-----S	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$125.00		0.00			
		Week: 09/17/12	09/23/12	-----		0				\$0.00		0.00			
N 16	WEWS	09/12/12	09/17/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$700.00		0.00			
		Week: 09/17/12	09/23/12	-----		0				\$0.00		0.00			
Totals														51	\$42,525.00